

REMARKS

This application has been carefully reviewed in light of the Office Action dated May 5, 2005. Claims 1 to 20 are in the application, of which Claims 1, 16, and 17 are independent. Claims 1, 2, 5 to 11, and 13 to 17 have been amended herein. Claims 19 and 20 have been newly added. Reconsideration and further examination are respectfully requested.

Claims 1 to 8 and 11 to 18 were rejected under 35 U.S.C. § 102(b) over U.S. Patent No. 5,613,057 (Caravel). Claims 9 and 10 were rejected under 35 U.S.C. §103(a) over Caravel in view of U.S. Patent No. 5,805,118 (Mishra). The rejections are respectfully traversed.

According to a feature of the invention as recited by Claims 1, 16, and 17, the frequency of use is different according to a combination of types of images displayed at the plurality of image display positions.

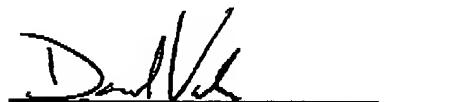
Caravel and Mishra, either alone or in combination, are not seen to teach or suggest at least the foregoing feature.

The dependent claims are also submitted to be patentable because they set forth additional aspects of the present invention and are dependent from the independent claims discussed above. Therefore, separate and individual consideration of each dependent claim is respectfully requested.

The application is believed to be in condition for allowance, and a Notice of Allowance is respectfully requested.

Applicant's undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,



Diamond E. Vadnais
Attorney for Applicant
Registration No.: 52,310

FITZPATRICK, CELLA, HARPER & SCINTO
30 Rockefeller Plaza
New York, New York 10112-3800
Facsimile: (212) 218-2200

CA_MAIN 99911v1